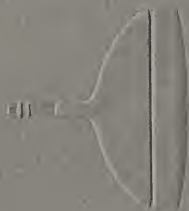
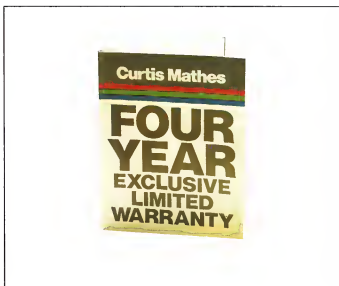


Television



4365-72

Curtis Mathes



## Warranty

Want a good indication of a product's quality? Look at the warranty.

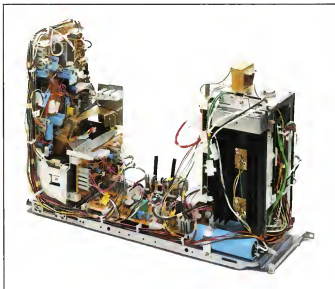
Our's is for four full years.

It covers the picture tube, tuner, circuit assemblies, speakers, and all other electronic parts. Even the plug.

The owner is responsible to the selling dealer for no more than travel and service charges.

That's about it.

No other TV manufacturer is even close.



## Chassis

The Curtis Mathes Chassis has many great things going for it such as superb picture quality and ease of servicing, should the need arise.

Modular circuit assemblies, composed of sealed micro-components, do the job where, before, bulky and fragile tubes and miles of wire were required. One integrated circuit (I.C.) on a board may replace as many as 70 different parts. The integrated circuit is more precise and more efficient than separate components.

The circuit assembly, as well as all other electronic parts, can be easily exchanged in your home. If a defect occurs, the entire assembly is replaced in minutes.

The modules are never repaired by your dealer — he simply replaces them, almost like changing a light bulb. This means, in almost every case, the end of expensive shop labor bills.



## Picture Tube

The Negative Guard Band (N.G.B.) Black Matrix® is a technical term for our very special picture tube. In plain language it means incredibly good video quality by producing a more intense black around the color dot pattern which makes up the picture. By combining this tube with our new high voltage Techna Series chassis, we can deliver brighter, sharper images than ever before. The increased voltage lets us maintain brightness while we reduce the size of the electron beam for a snappier, crisper picture.

On selected sets, Curtis Mathes offers you the Black Matrix with filtered color phosphors to absorb room light so that colors appear more vivid and sharper. Ask your Curtis Mathes dealer to show you the sets employing this system.

\*on specified models only



## SST

SST means Selective Sensor Tuning. It also means trouble-free tuning.

Totally electronic, SST has no clunking mechanical parts to wear out, break down, corrode, or catch picture-spoiling dust.

A light touch on the sensor bar selects your channel. You can bypass other channels and go directly to the one you want. You can even select the order of the channels, putting your favorites at the top.

SST is programmable for all 82 channels, VHF and UHF. It's also convenient and quiet. But mostly it's trouble-free. It's available on selected Curtis Mathes models.

Remote Control is available as a feature on specific SST models. The hand-held remote unit utilizes computer logic.



## Automatic Brightness Control

No matter what the light level in the room, a Curtis Mathes delivers a beautiful picture, thanks to ABC\* — Automatic Brightness Control.

A sensing eye is positioned on the front panel and automatically reacts to different levels of room light: sunlight pouring in the window, the light of a lamp, or even the subtle glow of candlelight.

ABC automatically adjusts the brightness, contrast levels and color intensity to give you a comfortable and balanced picture.

\*on specified models only. TV picture simulated.





## **Instant Touch Tuning**

On your Curtis Mathes, the one small ITT button sets it all. Depress the Instant Touch Tuning\* button, and the pre-set brightness, contrast, color, tint, automatic fine tuning are locked in automatically. You get the beautiful picture you want without any further adjustments.

\*on specified models only



## Furniture

Curtis Mathes has been building outstanding furniture products for American homes since 1899. Our cabinets are made using the finest modern technology available today in the furniture industry.

All are carefully constructed of various wood products and simulated wood materials. Each has been selected for its special qualities of strength, elegance, and durability.

The name "Curtis Mathes" on your set assures that the cabinet has been designed to enhance your home for many years to come.

COLORS (Top to Bottom) Maple  
Antique White  
Knotty Pine  
Walnut  
Pecan  
Oak





## Consoles

### Model B527R

This 25" diagonal Color Console with remote combines warm styling with *Techna 530* chassis advances: SST (Selective Sensor Tuning), Automatic Brightness Control, Audio Tone Control, Twin 5" speakers, and Negative Guard Band Black Matrix Picture Tube.

Homey and comfortable, the Early American design comes in rich maple color (show here) with pine color available and features louvered speaker grille panels and handsome antiqued bronze fittings.



You may prefer bold Mediterranean, boasting dramatic arched speaker grilles, deeply fluted corner posts and a luxurious hand-rubbed top. This is pecan color.

Specifications subject to change without notice. TV pictures are simulated.



### Model B527R

Special half-turnings in the speaker grilles give this Spanish version an exotic Moorish accent. The cabinet is a twin speaker style, with heavy hexed fluted corner posts and a heavy base. This one is hand-rubbed oak color.

Dimensions: 46"W x 20½"D x 28¾"H

Specifications subject to change without notice. TV pictures are simulated



### Model B526R

This 25" diagonal Color Console with advanced *Techna 530* chassis and remote control features SST (Selective Sensor Tuning) along with Negative Guard Band Black Matrix Picture Tube, Automatic Brightness Control and a 5" speaker.

This model comes to you in rustic Early American, employing sculptured end panels, Federal base, graceful wrap-around gallery rail, and antique brass pulls. Shown in maple color. Also available in knotty pine color.



Also, majestic Mediterranean pecan color with a massive plinth base and thick overhanging tiered top. Spanish oak color is also available.

Specifications subject to change without notice. TV pictures are simulated.



### Model B526R

Another attractive possibility . . . from our Decorator Series, similar styling done in an elegant antique white color.

All of these different styles with the exception of the antique white color are available as the B526. This model is identical to Model B526R other than for the remote control. Dimensions: 38½"W x 20"D x 29"H



### Model C538R

This 25" diagonal Color Console features a remote and the advanced features of the *Techna 530* chassis. This model includes Negative Guard Band Black Matrix Picture Tube, Automatic Brightness Control, and a 5" speaker.

The trim contemporary look will fit into any decor beautifully. The simulated walnut cabinet presents crisp modern design with a highly-stylized recessed tilt base of pebble-grained vinyl.

Dimensions: 35"W x 19½"D x 28"H

Specifications subject to change without notice. TV pictures are simulated.



Model B528

25" diagonal Color Console with *Techna 430* chassis. Automatic Brightness Control and Audio Tone Control, a 5" speaker, and a Negative Guard Band Black Matrix Picture Tube.

The stately good looks of Spanish styling is strong in this oaken colored model featuring fluted corner posts, concealed swivel castors, and a massive mitered wrap-around base.



This Early American design is in knotty pine color with sawn scalloped base forming bracket feet, and simulated spice drawers adorned with white porcelain knobs. The maple color version has brass knobs.

Dimensions: 38"W x 20"D x 28"H

Specifications subject to change without notice. TV pictures are simulated.



The Mediterranean influence is evident everywhere in this cabinetry . . . particularly in the massive wrap-around base. This pecan colored console also displays fluted corner posts and concealed swivel castors.



#### Model B530

25" diagonal Color Console with the features of the *Techna 430* chassis including Instant Touch Tuning, Automatic Brightness Control, Audio Tone Control, a 5" speaker, and a Negative Guard Band Black Matrix Picture Tube.

This model presents crisp modern design in a simulated walnut cabinet with a highly-stylized recessed tilt base of pebble-grained ebony vinyl. This trim, uncluttered look fits into any decor beautifully.

Specifications subject to change without notice. TV pictures are simulated.



Model B525

23" diagonal Color Console with our famous *Techna 325* chassis, featuring Hi-Brite Color Picture Tube, Instant Touch Tuning, and twin 5" speakers.

A cleanly styled Early American cabinet in hearty maple color with a sawn base and spool turned corner posts.



Spanish oaken elegance is also available with a massive mitered base and unique carved split corner posts. Dimensions: 45"W x 20"D x 27 $\frac{3}{4}$ "H

Specifications subject to change without notice. TV pictures are simulated.



Model A502

23" diagonal Color Console. Has the *Techna 330* chassis with Hi-Brite Color Picture Tube, Instant Touch Tuning, Audio Tone Control, and a 5" speaker.

Colonial charm is displayed in the Early American cabinetry with simulated spice drawers running across the apron. Porcelain knobs adorn them in the knotty pine color. On the maple color, antiqued brass knobs are used.



Ornate renaissance touches abound in this Spanish version. A deeply carved block rail spans the cabinet and rope-twist corner posts attract the eye. A beautiful oak color surrounds the screen. Pecan color is also available in Mediterranean styling.

Dimensions: 38"W x 20"D x 29"H

Specifications subject to change without notice. TV pictures are simulated.





Model B522

23" diagonal Color Console with the *Techna 325* chassis and featuring Hi-Brite Color Picture Tube, Instant Touch Tuning, and a 5" speaker.

Here is an unusual combination of clean, contemporary lines and a rich Spanish oaken color cabinet. Unusually suited to a wide array of home decors, this model has a distinctive burl-effect on the side of the control panel.



Model B319R

19" diagonal Color Table Model with top-of-the-line *Techna 530* chassis features: SST (Selective Sensor Tuning) with remote control, Automatic Brightness Control, Audio Tone Control, Instant Touch Tuning, a 5" speaker, and Negative Guard Band Black Matrix Picture Tube. Matching stands are available.

With this Mediterranean design in pecan color, you get richly carved end panels with rope twist corner posts. The brass chest handles on the sides are functional.

Specifications subject to change without notice. TV pictures are simulated.



This same styling can also be obtained in an elegant antique white color. Note the overhanging tiered top in this Decorator styled cabinet.



Early American charm is captured with the grace of a scalloped gallery rail and slat board end panels. Again the chest handles, in brass, are functional. Turned corner posts complete the traditional image of this Maple colored table model.

Dimensions: 27½"W x 19"D x 18"H

Specifications subject to change without notice. TV pictures are simulated.



Model C321

19" diagonal Color Table Model with the *Techna 325* chassis. This model features a Negative Guard Band Black Matrix Picture Tube, Instant Touch Tuning, and a 5" speaker.

Highlighted in this Spanish oaken color are rope twist corner posts, set in richly carved end panels along with brass chest handles. These side handles are functional. Mediterranean style is also available in a pecan color.



Simulated knotty pine enhances this Early American style with its functional brass chest handles, scalloped gallery rail and slat board end panels. This model is also available in maple color.

Dimensions: 27½"W x 19"D x 18"H

Specifications subject to change without notice. TV pictures are simulated.



### Model B318

19" diagonal Color Table Model with the *Techna 325* chassis. Includes Instant Touch Tuning, a 5" speaker, a Negative Guard Band Black Matrix Picture Tube, and a dipole antenna.

Simple contemporary beauty is achieved in this Decorator Series model. Uncluttered lines frame the picture screen above a recessed tilted ebony base. Handsome and functional brass chest handles are fitted to the sides. Along the control panel is a Simulated Burl strip, adding a nice touch of opulence to the overall clean styling in walnut color.

Dimensions: 26"W x 19½"D x 21"H

Specifications subject to change without notice. TV pictures are simulated.



### Model B317

19" diagonal Color Portable with the *Techna 325* chassis. Instant Touch Tuning, dipole antenna, and a 5" speaker.

Trim and compact, this model features recessed grips on the sides of the walnut colored cabinet. An attractive burl design is on the control panel.

Dimensions: 24"W x 19½"D x 17"H

Specifications subject to change without notice. TV pictures are simulated.



### Model B316

19" diagonal Color Portable. This basic *Techna 325*<sup>®</sup> chassis houses a Hi-Brite Color Picture Tube and a 5" speaker.

The cabinet is handsomely clad in simulated leather of ebony color, while the controls are displayed on a simulated walnut panel.

Dimensions: 24½"W x 19½"D x 17"H

<sup>1</sup> Does not include ITT, AFT, or back-lighted channel indicator



### Model A309

13" diagonal Color Portable. This model houses a matrix-In-Line Color Picture Tube, Autocolor, Automatic Fine Tuning, Automatic Tint Lock, Automatic Color Circuits, Automatic Degaussing, Automatic Gain Control, and Automatic Brightness Limiter. An earphone jack and earphone also are included along with 70 position detent UHF tuning and a dipole antenna with UHF loop antenna. Walnut finish on simulated wood grain.

Dimensions: 16"W x 16½"D x 16½"H

Specifications subject to change without notice. TV pictures are simulated



#### Model A308

9" diagonal Color Portable. This chassis has a Hi-Brite In-Line Color Picture Tube, Autocolor, Automatic Fine Tuning, Automatic Tint Lock, Automatic Color Circuits, Automatic Degaussing, Automatic Gain Control, Automatic Brightness Limiter. Earphone jack and earphone. 70 position detent UHF tuning and dipole antenna with UHF loop antenna. Walnut finish on simulated wood grain cabinet.

Dimensions: 11"W x 14"D x 12½"H



#### Model B201

This 12" diagonal Black and White Portable features AC and DC Operations along with a detachable sunshield for viewing outdoors. 3 stage IF, 2 integrated circuits, Auto Adapter Cord, earphone jack and earphone, 70 position detent UHF tuner, mono-pole VHF antenna, and UHF loop antenna. White plastic cabinet.

Dimensions: 15"W x 12"D x 11"H  
Specifications subject to change without notice. TV pictures are simulated.

## Television specifications

### Techna 325

25,000 Volt High Voltage System  
100% Solid State  
13 Circuit Boards  
VHF Strip Tuner  
70 Position Detent Tuner  
Instant Touch Tuning  
Automatic Fine Tuning  
Automatic Degaussing  
Automatic Gain Control  
Automatic Brightness Limiter  
Automatic Line & High Voltage Control  
Automatic Tint Lock  
Automatic Color Control

### Techna 430

30,000 Volt High Voltage System  
100% Solid State  
14 Circuit Boards  
VHF Strip Tuner  
70 Position Detent UHF Tuner  
Instant Touch Tuning  
Automatic Fine Tuning  
Automatic Degaussing  
Automatic Gain Control  
Automatic Brightness Limiter  
Automatic Line & High Voltage Control  
Automatic Tint Lock  
Automatic Color Control  
Audio Tone Control  
Automatic Brightness Control

### Techna 330

30,000 Volt High Voltage System  
100% Solid State  
13 Circuit Boards  
VHF Strip Tuner  
70 Position Detent UHF Tuner  
Instant Touch Tuning  
Automatic Fine Tuning  
Automatic Degaussing  
Automatic Gain Control  
Automatic Brightness Limiter  
Automatic Line & High Voltage Control  
Automatic Tint Lock  
Automatic Color Control  
Audio Tone Control

### Techna 530

30,000 Volt High Voltage System  
100% Solid State  
16 Circuit Boards  
Electronic Selective Sensor Tuning (SST)  
Instant Touch Tuning  
Automatic Fine Tuning  
Automatic Degaussing  
Automatic Gain Control  
Automatic Brightness Limiter  
Automatic Line & High Voltage Control  
Automatic Tint Lock  
Automatic Color Control  
Audio Tone Control  
Automatic Brightness Control  
Remote on Specified Models

Chassis types and cabinet  
styles and colors

Model #	Spanish Oak	Mediterra- nean Pecan	Early American Pine	Early American Maple	Contemporary Walnut	Antique White	Other
Consoles							
B527R	Techna 530	Techna 530	Techna 530	Techna 530			
B526R	Techna 530	Techna 530	Techna 530	Techna 530		Techna 530	
B526	Techna 530	Techna 530	Techna 530	Techna 530			
C538R					Techna 530		
B528	Techna 430	Techna 430	Techna 430	Techna 430			
B530					Techna 430		
B525	Techna 325			Techna 325			
A502	Techna 330	Techna 330	Techna 330	Techna 330			
B522	Techna 325						
Table Models							
B319R		Techna 530		Techna 530		Techna 530	
C321	Techna 430	Techna 430	Techna 430	Techna 430			
B318					Techna 325		
B317					Techna 325		
B316					Modified Techna 325		
A309					CMC 55		
A308					CMC 54		
B201							White plastic cabinet



## **Curtis Mathes**

The most expensive television sets in America — and darn well worth it.